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Los Altos, CA 94022-2143

EXAMINER
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WEINSTEIN, STEVEN L

ART UNIT	PAPER NUMBER
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1761

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**GROUP 1700**

**BEFORE THE BOARD OF PATENT APPEALS  
AND INTERFERENCES**

Application Number: 09/777,418  
Filing Date: February 06, 2001  
Appellant(s): GREEN, GRANT D.

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**EXAMINER'S ANSWER**

This is in response to the appeal brief filed 7/20/06 appealing from the Office action mailed 3/22/04

**(1) Real Party in Interest**

A statement identifying by name the real party in interest is contained in the brief.

**(2) Related Appeals and Interferences**

The examiner is not aware of any related appeals, interferences, or judicial proceedings which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

**(3) Status of Claims**

The statement of the status of claims contained in the brief is correct.

**(4) Status of Amendments After Final**

The appellant's statement of the status of amendments after final rejection contained in the brief is correct.

**(5) Summary of Claimed Subject Matter**

It is noted that although Appellant had used the proper heading "Summary of Claimed Subject Matter" in the last, second, non-compliant brief (filed 12/7/05), the current pending Brief has reverted back to the improper heading employed in the first non-compliant Brief filed 3/22/05 (i.e., "Status of Amendments"). This then would appear to be an inadvertent typographical error. To expedite prosecution, and because the content of Section V appears to be in the spirit of current Appeal practice, the Examiner is construing the improper heading to read "Summary of Claimed Subject Matter".

**(6) Grounds of Rejection to be Reviewed on Appeal**

The appellant's statement of the grounds of rejection to be reviewed on appeal is correct. Appellant notes that a separate rejection of claim 24, made in the Office action mailed 5/22/03, was dropped in the Final rejection mailed 3/22/04. This is correct. The separate rejection had been found to be superfluous.

**(7) Claims Appendix**

The copy of the appealed claims contained in the Appendix to the brief is correct.

**(8) Evidence Relied Upon**

The following is a listing of the evidence relied upon in the rejection of claims under appeal. Copies of the original publications corresponding to the Dialog abstracts are being mailed with the Answer. The copies of the original documents are only being placed in the record to confirm the original date of the text relied upon in the Answer.

INSTITUTIONAL DISTRIBUTION MAY 15, 1991 v.27, n6, p.158(3)

STAR TRIBUNE November 22, 1989 Edition: METRO, Section: TASTE

Page 04T

WOMANS DAY ENCYCLOPEDIA OF COOKERY 1966 p. 1784 Fawcett Publ.

FAMILY CIRCLE ILLUSTRATED LIBRARY OF COOKING 1972 p479,480

ADVERTISING AGE August 21, 1978 p.65

4,335,609 SAULSBURY 6/1982

4,840,239 SLAGG 6/1989

2,745,751 PICHARDO 5/1956

FORBES June 2, 1997 p.196

BALTIMORE MORNING SUN Aug. 4,1997 Section: News (Local) P. 5B

**(9) Grounds of Rejection**

The following ground(s) of rejection are applicable to the appealed claims:

Claims 1-3,8-10,19, and 21-24 are rejected under 35USC 103(a) as being unpatentable over Institutional Distribution (5/91) and Star Tribune (11/89), in view of Womans Day Encyclopedia of Cookery (1966), Family Circle, Illus. Lib. Of Cooking (1966), Advertising Age (8/1978) Saulsbury ('609), and Slagg ('239), further in view of Pichardo ('751), Forbes (6/2/97), and Baltimore Morning Sun (8/4/97).

In regard to claim 1, Institutional Distribution discloses a pre-measured portion of brown sugar enclosed in a "suitable" container, wherein the pre-measured is an amount equivalent to a pre-measured quantity of brown sugar. Specifically, Institution Distribution provides a pre-determined volume measurement (which is appellants disclosed type of measure). Appellant has defined brown sugar to include turbinado sugar and Institutional Distribution discloses turbinado sugar. It is noted that appellant's specification appears to exclude sugar that is granulated. From the specification, it is not clear if this also means crystalline. Note, too, that since turbinado sugar is crystalline, appellant's specification would appear to be inconsistent for disclosing that turbinado sugar is acceptable, yet apparently ruling out a property that turbinado sugar possesses. In any case, Institutional Distribution appears to package loosely packaged brown sugar as recited. Note, however, that whether the brown sugar product stays "loosely packaged" is a function of the well known effect of moisture conditions. Claim 1

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recites that the “pre-measured” portion is equivalent to a “pre-measured” quantity of firmly packed brown sugar.

It is first noted in this regard that, as recited, any loosely packaged brown sugar would be equivalent to some measured quantity of firmly packed brown sugar. It is not seen in an article claim that the second instance of pre-measured portion is anything but a functional statement. In any case, it is also noted that all commercially packaged products are “pre-measured” for obvious economic reasons. One is not going to vary the amount of contents from one package to another package. Note that Claim 1 does not specify whether the “pre-measured quantity” is a weight or volume measurement. Institutional Distribution discloses that there are two teaspoons of sugar in the packet. Therefore, Institutional Distribution teaches providing a pre-measured volume portion of brown sugar. Since Institutional Distribution provides commercial, single-serve packets with two teaspoons of brown sugar, one would clearly have had to either initially place enough of the sugar into a volume measuring cup to obtain two teaspoons worth and then weigh out what is the equivalent weight of sugar equal to the two teaspoons (so that in a commercial packaging operation, the packaging device would then be measuring out uniform weights equal to the desired volume), or consult existing known conversion tables of weight vs. volume (wherein someone else would have already done this). If a product is known to clump, and thus create void space (which brown sugar is known to do), to create an volume measurement of the two teaspoons in Institutional Distribution, one would have to tamp or firmly pack the sugar in the volumetric measuring device to eliminate the void space (which is also conventional in

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the art). Star Tribune is relied on as further evidence of brown sugar in packets having a pre-determined volume measured amount of brown sugar (e.g.,  $\frac{1}{2}$  cup). It is interesting to note that Star Tribune also discloses that a volume measurement of  $\frac{1}{2}$  cup of brown sugar is equal to a weight measurement of 3.5 ounces. Womans Day is relied on as further evidence of packaging brownulated sugar and that there is comparative information for substituting brownulated sugar for brown sugar. Family Circle is relied on as further evidence that it was known to provide a weight/volume relationship for firmly packed, brown sugar so that one would know how many cups of sugar equals one pound of firmly packed sugar or how much of a fraction of a pound of sugar equals one cup of firmly packed sugar. Advertising Age is relied on as further evidence to teach that the relationship between brownulated and brown sugar was also well known. Saulsbury and Slagg are relied on as further evidence that it was, of course, well known that brown sugar created problems in recipes due to its property of variably clumping, with Saulsbury further teaching leveling and/or compacting the brown sugar as needed for accuracy in measuring. Forbes is relied on as further evidence of brown sugar in packets. Pichardo is relied on as further evidence that it was notoriously conventional in the art to package products including sugar (albeit, not brown sugar) in single-serve containers wherein the products such as sugar is present in the package in pre-determined volumetric amounts such as  $\frac{1}{2}$  teaspoon and 1 teaspoon. Finally, Baltimore Sun is relied on as further evidence that even brownulated sugar can clump.

Therefore, the art taken as a whole teaches appellant is not the first to provide a sugar, which is a brown sugar, in a container wherein the sugar corresponds to a pre-

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determined volume measurement and the art taken as a whole teaches that if the brown sugar has a clumping problem, one should accurately measure the volume of the brown sugar by firmly packing the brown sugar in a volume measuring device. Thus, if one construes the second instance of pre-measured quantity as imparting some limitation on the volume, then the art taken as a whole teaches that the firmly packed measurement would have been obvious. The fact is, whether there is no, some or much clumping of the sugar, if one intends to provide a volume measurement in a package, one has to either manually place the sugar in a volume measuring device and provide any tampering, if appropriate, to get an accurate measurement of volume (or consult a measures chart to find the weight/volume relationship of brown sugar). Thus, Institutional either inherently does provide brown sugar in measured portions or if one chooses not to regard the sugar of Institutional Distribution as brown sugar, it would have been obvious to package measured amounts of brown sugar in view of the art taken as a whole. Also, although silent in this regard, either Institutional Distribution would have inherently provided an amount of brown sugar equivalent to a pre-measured quantity of firmly-packed brown sugar or it would have been obvious to modify Institutional Distribution and provide an amount equal to a pre-measured quantity of firmly packed brown sugar in view of the art taken as a whole.

In regard to claims 2 and 3, once it was known to provide sugar and even brown sugar in small volume amounts, the particular volumes selected for packaging is seen to have been an obvious matter of choice. In regard to claim 8, which recites that the article comprises a plurality of pre-measured portions, each enclosed in an individual



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container, Pichardo can be relied on to teach that it is a conventional packaging arrangement in the art to provide a plurality of pre-measured portions, each enclosed in an individual container. To modify the combination and provide a number of portions, individually packed, for its art recognized and applicants intended function would therefore have been obvious. Claim 9 further recites that the pre-measured portions comprise a plurality of different sized portions, which is also shown to have been conventional by Pichardo. To further modify the combination and provide different sized portions for Pichardo's reason to allow the consumer flexibility in the amount of product used, would therefore have been obvious. In regard to claim 10, as noted above, the particular measure one chooses to package is seen to have been an obvious matter of choice. The art taken as a whole teaches at least one of the conventional recited measures (e.g. Star Tribune discloses  $\frac{1}{2}$  cup). In regard to claim 20, which recites a plurality of bags, to fill more than one bag with the product is, of course, the conventional (and economically feasible) way to provide a product. See, e.g., Forbes who discusses packets of brown sugar. Claims 21-24 are rejected for the reasons given above. In regard to claim 24, which recites the bags are joined end to end in a chain, as evidenced by Pichardo, it was well established to provide packages wherein the packages are connected to each other in an end-to-end arrangement. It is also noted that this is the notoriously conventional arrangement one creates when one packages products using conventional form, fill and seal equipment.

**(10) Response to Argument**

**All of appellant's urgings have been fully and carefully considered but are not found to be convincing. On page 12 of the Brief, it is urged that the product of Institutional Distribution is not brown sugar within the meaning of the claims as defined by the specification. This urging is totally unconvincing. On page 2, paragraph 7 of the specification, Appellant defines brown sugar as turbinado sugar, or raw sugar or similar products such as cane sugar with added molasses. Contrary to what appellant appears to be implying in the Argument in the Brief, there is no clarifier on turbinado sugar. As defined in the specification, turbinado sugar is unequivocally brown sugar. There is nothing in the record that indicates that the further description of brown sugar in paragraph 7 on page 2 refers to turbinado or raw sugar or cane sugar with added molasses. Rather, the description of sugar that has been granulated or otherwise treated to avoid caking if it does not compress or pack, describes products other than turbinado, raw sugar and molasses treated cane sugar. It is also noted in this regard that Institutional Distribution is not the only reference which discloses a pre-measured amount of brown sugar in a suitable container. Star Tribune also discloses a pre-measured amount of brown sugar in foil packets (i.e. ½ cup) whereas Forbes discloses brown sugar in packets in an undisclosed, but obviously pre-measured amount (for the reasons detailed above). Appellant urges that turbinado sugar "apparently" pours freely. There is no evidence on the record for this assertion. Whether any type of sugar can pour freely is not the issue. Even brown sugar can pour freely if it has been kept dry, whereas even**

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**refined, granulated sugar, if exposed to sufficient moisture, can lump or clump, and thus be hindered from pouring freely. However, this whole issue of what is brown sugar, and whether it pours freely or not, leads one away from the gist of the rejection. The rejection states that no matter what conventional particulate product one is packaging, i.e., free flowing without exhibiting clumping or free flowing but having the tendency to clump with ambient moisture, if the objective is to provide a specific volume amount of the product (and the art taken as a whole teaches the objective of providing a specific volume of particulate product, including brown sugar), one would have to have pre-measured the product by having the particulate product (or even a liquid product) completely fill the volume measure. The art taken as a whole teaches that one does this by firmly packing the particulate product to eliminate void space.**

**On page 12 of the Brief, and indeed throughout the Brief, appellant argues each reference separately as if they were applied alone, in a vacuum. The references are not applied under 35USC102, anticipation, but rather under 35 USC103, obviousness. For example, it is urged that Institutional Distribution does not teach a plurality of different sized portions or a plurality of bags joined end to end. Institutional Distribution does not have to teach these two expedients for the rejection to be proper, nor does the rejection rely on Institutional Distribution for these teachings. As discussed above in the body of the rejection, Pichardo is relied on to teach the conventionality of providing different sized portions of a product so that measuring the product is not required and flexibility in the**

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amount used as well as the conventionality of providing packaging end-to-end. The art taken as a whole fairly teaches it would have been obvious to modify the combination and provide different sized portions for the convenience of eliminating measuring for preparing the food once the package is opened as well as the flexibility in the amount of product to be used, and to have connected packages. It is also urged that Institutional Distribution does not teach the specific amounts. As noted above, once it was known to provide products including sugar and further including brown sugar in pre-measured volume amounts so that the packaged product does not require further measuring for preparing the food product it is to be used with, the particular volume amount of the brown sugar is seen to have been an obvious matter of choice and an obvious function of the food that one is going to have the added sugar. That is, the amount of the brown sugar is seen to have been an obvious matter of intended use. Stated somewhat differently, although the art taken as a whole discloses brown sugar in pre-measured volume amounts in packets and Pichardo discloses pre-measured volume amounts geared to beverage making, the art taken as whole is seen to be a general teaching that the volume packaged would be an obvious function of the amount needed for the particular food to be made. Essentially all of appellants other remarks are seen to either repeat the error of arguing the references separately, as opposed to addressing the rejection, which is directed to the art taken as a whole, or are remarks that have been responded to in the body of the rejection. However, several additional points are noted. It is

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urged that since Star Tribune does not say that the  $\frac{1}{2}$  cup of brown sugar is packed, then it does not meet the claims. It is again noted that the art taken as whole, fairly teaches that if one was packaging a volume of product one would have pre-measured the volume, whether it had the property of clumping or not, to insure one had an accurate volume measure which would have included tamping or levelling or packing the product into the measure. It would not make sense to provide a  $\frac{1}{2}$  cup of brown sugar that does not have a volume measure of  $\frac{1}{2}$  cup of packed brown sugar when the art taken as a whole teaches one to volume measure brown sugar by packing in the measure and unpacked brown sugar could have any volume depending on how little or how much the product has clumped (if at all). Appellant also appears to be urging that the packaged brown sugar in the art, taken as a whole, is either loosely packed, but not corresponding to a specific premeasured packed measure, or the packaged brown sugar is not loosely packed, but instead is packed brown sugar. There is no evidence that each package of brown sugar of the art taken as a whole has the sugar pressed into a shape. In fact, one would want the sugar to be "loosely packed" for ease of use. In fact, the art taken as a whole teaches it was notoriously conventional to corrolate the volume of packed brown sugar (in a volume measure to obtain an accurate measure) and the weight of that particular volume of packed brown sugar.

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**For the above reasons, it is believed the rejection is proper and should be sustained,**

**Respectfully submitted,**

*Steven L. Weinstein*  
**STEVE WEINSTEIN**  
**PRIMARY EXAMINER**

**Conferees:**

*Gregory Mills*  
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**QUALITY ASSURANCE SPECIALIST**

*Michael J. Davis*  
**MICHAEL J. DAVIS**  
**SENIORITY PATENT EXAMINER**  
**TECHNOLOGY CENTER 1700**

turbinado  
in  
2 teaspoon  
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INSTITUTIONAL  
DISTRIBUTION

(ORIG.  
ATTACHED)

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05176267 SUPPLIER NUMBER: 10834155 (THIS IS THE FULL TEXT)  
Sweeteners.  
Institutional Distribution, v27, n6, p158(3)  
May 15, 1991  
ISSN: 0020-3572 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 2142 LINE COUNT: 00163

TEXT:

Enjoying sweetness isn't an acquired taste; babies only a few weeks old show a distinct preference for sweetened over unsweetened milk. But, compared to many basic foods, sugar is a latecomer into human diet. Most ancient civilizations-Babylonian, Cretan, Egyptian, Greek-used honey to sweeten foods and as a confection.

There is a broad variety of sweetening agents available to the foodservice operator While refined (white) granulated sugar is the most common nutritive sweetener, there's turbinado unrefined) sugar, brown sugar, powdered sugar, maple sugar, maple syrup, corn syrup, molasses, and honey. There are also non-nutritive sweeteners based upon either saccharin or aspartame.

Sugar may be refined from the juices of either the sugar cane or the sugar beet. Regardless of the source, refined sugar is almost entirely sucrose, and is nearly impossible to distinguish by source.

The first sugar was derived from sugar cane, which is believed by plant experts to have originated in New Guinea in the South Pacific.

Sugar from sugar beets is a johnny-come-lately. Although the big white beets had been grown in Europe as animal feed and food for the poor in ancient times, it was 1744 before a German chemist discovered that the sugar from beets was the same as sugar from cane. Napoleon gave impetus to the fledgling beet sugar industry in 1811 while France was blockaded by England and unable to import sugar from the Caribbean.

While sugar cane requires a hot, moist climate, sugar beets can be grown in temperate regions, which is why they are cultivated in almost every European nation. Beet sugar accounts for 40 percent of aH sugar production in the world. The first successful beet sugar processing plant in the U.S. was built in California in 1870. Today sugar beets are raised in 15 states.

SUGAR COMES IN MANY FORMS

Although the most common sugar used in foodservice operations is white, granulated sugar, there are a number of different forms the distributor sales representative should be familiar with.

Fine granulated sugar is also referred to as "regular" sugar. It is available in sizes from the two-teaspoon packet to 50- and 100-pound bags. It is 99.9 percent pure sucrose, keeps indefinitely, and is used in cooking, baking, and on the table.

Sugar cubes are made by moistening regular granulated sugar and compressing into small blocks. For table use in foodservice operations, the cubes are most commonly paper wrapped with two cubes together. Cubes come in bulk cartons and in both one-half-teaspoon and one-teaspoon cubes in single-service wrapping.

Extra-fine granulated sugar, also called super-fine, is identical to regular granulated sugar except the crystals are smaller, causing the sugar to dissolve quickly in liquid. Because of this characteristic, bars use it for mixed drinks, leading many old-timers to refer to it by an earlier

name, bar" sugar. Extra-fine sugar is also used extensively for baking fine textured cakes and meringues and for sweetening fruits. It comes in boxes and bags for back-of-the-house use.

Baker's special sugar is used by some operators with large baking operations. It is a granulated sugar with even smaller crystals than extra-fine, and dissolves readily even in large batch mixing. It is available in bags for bakery use.

Sanding sugar is used by commercial bakers for cookie and cake decoration. It is a granulated sugar with larger crystals than regular sugar, and is available in bags for bakery use.

Turbinado sugar is a crystalline sugar with an off-white to tan color and a distinctive flavor. It is made by washing raw cane sugar (which may not be sold in the U.S. for human consumption) to remove impurities. After processing, it still contains some of the color and flavor of the raw cane sugar. It is preferred by the health conscious as a natural" product because it is not refined. It is available in single-service two-teaspoon packets for table use.

Powdered sugar, also known as confectioners' sugar, is made by crushing or grinding granulated sugar. A small amount of corn starch (about 3 percent) is usually added to prevent caking. Powdered sugar is available in several grades: Ultra Fine (Confectioners' 10X), Very Fine (Confectioners' 6X), and Fine (Confectioners' 4X). Powdered sugar is used for icings, frostings, and for dusting on finished products, such as doughnuts, cookies, and berries. It comes in boxes (except 4X) and bags.

Brown sugar is available for operators in two grades, light brown and dark brown, although a medium brown grade is available for large-scale baking use. Brown sugar is not raw sugar. It is refined sugar crystals to which a molasses-type syrup has been added to provide flavor and color. It contains almost the same amount of sucrose as white sugar. Light brown sugar is used in baking, sauces, and glazes for ham. Dark brown sugar is used in gingerbread, mincemeat, baked beans, plum pudding, and other foods requiring a distinctive flavor. It is available in boxes and bags.

#### OTHER NUTRITIVE SWEETENERS

Honey is the oldest sweetener known. Tombs in Egypt have contained pots with honey residue still identifiable after more than 3,000 years. It was not only used to sweeten foods, but also used to make candy and other confections and to preserve food. Honey contains an enzyme that inhibits mold and bacterial growth. Until the 1700s, honey was the leading sweetener in the world because of the high cost of sugar. Today, of course, honey is far more expensive than sugar.

Honey is used today on waffles, as a spread for bread, and as a browning agent and moisture retaining agent for baked goods. Although honey is very easy to digest, it contains very small amounts of vitamins and minerals.

Honey is often identified by the name of the flower or blossom from which the bees have gathered nectar, such as clover, orange blossom, sage (a Western favorite), buckwheat, tupelo, thyme, alfalfa, heather, and avocado. Wild honey is formed from nectar from wild flowers and may vary from area to area. To make a pound of honey, more than 500 bees have to collect the nectar from more than 2.5 million flowers. Many packers blend various flavors of honey to obtain a product with a standardized flavor, sold simply as honey."

Honey for foodservice is generally purchased in its natural syrupy form. However, there are also honey butters and honey spreads that are popular with healthy food operations. For specialty desserts, some operators use honey that contains part of the edible comb. This is sold in bulk as either comb honey or "chunk" honey, depending upon the amount of comb present.

Honey is used in foodservice both as a baking ingredient and as a



table syrup. It is available in tins, jars, and single-service pouches and cups.

Molasses is the by-product of making cane and beet sugar. It is a brown to black liquid from which most of the sugar has been crystallized out, but that still contains a potent sweetening power.

Molasses is available as light molasses, either natural or treated with sulfur. Light molasses is obtained at the stage where a second crystallization (strike) of sugar has taken place. Dark molasses is the result of a third or fourth strike. Blackstrap molasses is the concentrated liquid left when all the sugar has been removed that is economically possible.

Molasses is used both as a syrup for pancakes and waffles and as a cooking ingredient, particularly in traditional regional American dishes. Because of the sulfur dioxide used in the sugar extraction process, darker molasses will have a distinct sulfur flavor.

Molasses may also be extracted from sorghum, a grain generally used for animal feed. It is very popular in the Midwest and parts of the Deep South.

Molasses is available in tins, jugs, and bottles. At least one manufacturer packs it in single-service pouches for regional marketing.

Table syrups are usually made from corn syrup or sugar syrup, colored and flavored with caramel (burnt sugar). Some table syrups have natural maple syrup or artificial maple flavoring added. At least one manufacturer packs a table syrup with a small amount of butter added. Table syrups are generally used for sweetening pancakes and waffles.

Corn syrup is used either as a base for other syrups (pancake and fruit flavored) or as an ingredient for cooking. Corn syrup is available in clear or brown. They are essentially the same, except that caramel coloring has been used to provide the color for brown corn syrup, and some flavor is imparted by the caramel. Corn syrup is available in tins, jugs, and bottles.

#### NON-NUTRITIVE SWEETENERS

All the sweeteners listed above are nutritive sweeteners. In other words, they contain calories and are utilized by the body to provide energy. In cases where the energy is surplus to the amount needed to fuel the body, they result in weight gain. Yet most of them are not used in large quantities. Granulated sugar, for example, contains only 16 calories per teaspoonful, and the average amount used to sweeten coffee or tea is only two teaspoons-32 calories.

Non-nutritive sweeteners, whether artificial or natural, have little or no caloric content. The caloric content of a typical saccharin sweetener, which is made up with a nutritive product such as dextrose or lactose to provide bulk, is about three to four calories per packet with the equivalent sweetening of two teaspoons of sugar.

For most operations, non-nutritive sweeteners are purchased in single-service packets for table use. The use of liquid non-nutritive sweeteners for food preparation is limited primarily to healthcare facilities, healthy food restaurants, and other operations where limited calorie foods must be served.

Saccharin is the oldest non-nutritive sweetener. Its most common form is sodium saccharin, which has the greatest sweetening power (about 200 times sugar). But sodium saccharin poses problems for those on a low sodium or sodium-free diet. To meet this need, calcium saccharin is also available in portion packet and liquid forms.

The disadvantages of saccharin are that it must-by law-contain a warning that its use may be hazardous to the health of the user, and that some people identify a bitter or "metallic" aftertaste.

Lactose, commonly used as an extender or "bulking" agent for saccharin, is derived from milk. Thus products containing lactose cannot be

labeled pareve (suitable for use with all foods under Jewish dietary laws). Dextrose, on the other hand, is a complex sugar derived from vegetable sources and can be labeled pareve.

Aspartame, available under two trade names, depending on whether it is used as a sweetener on its own or in processed foods, is promoted as a "natural" sweetener, since it is derived from two amino acids that occur naturally in many foods.

Aspartame is packaged for table use in single-service packets with the equivalent sweetening power of two teaspoons of sugar. It contains extenders and anti-caking ingredients and provides only four calories of energy, similar to the average packet of saccharin. Aspartame contains no sodium and is metabolized by the body as a protein. (Sugar is metabolized as a carbohydrate.)

An advantage of aspartame is its sweet taste with no bitter aftertaste. Aspartame also has a flavor-enhancing characteristic. A disadvantage is that aspartame also carries a warning on the label, but only for a minority of people who suffer from a rare metabolic disorder: phenylketonuria (PKU). At the present time, aspartame is priced higher than saccharin sweeteners.

With today's interest in the health aspects of foods, the number of nonnutritive sweeteners for use in beverages is growing. In the kitchen, however, sugar and other nutritive sweeteners are still the stars. The average patron views desserts as a reward or entertainment. Many will use a nonnutritive sweetener in coffee and then order as a reward for that virtuous behavior—a dessert that contains many times the calories "saved" by the use of the non-nutritive sweetener in their coffee or other beverage.

Watch for opportunities to sell sweeteners. From low-margin bulk sugar to high-margin single-service non-nutritive sweeteners, there's good volume in sweeteners.

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SPECIAL FEATURES: illustration; photograph  
INDUSTRY CODES/NAMES: TRAN Transportation, Distribution and Purchasing  
DESCRIPTORS: Sweetener industry--Analysis; Sweeteners--Marketing  
SIC CODES: 2869 Industrial organic chemicals, not elsewhere classified  
FILE SEGMENT: TI File 148

**ATIONAL DISTRIBUTION**  
 ine of Foodservice Distribution

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**KNOW  
 HOW**

# Preview

## JUNE

### A LOOK AT UPCOMING ARTICLES

#### SMALL DISTRIBUTORS WITH A BIG PUNCH

More than half of the companies in distribution ring up annual sales of \$15 million or less. Many of them are specialists but—increasingly—they are adding new product categories and going broadline. It is a good bet that a substantial number of tomorrow's independent market leaders will emerge from their ranks. ID will examine what keeps such distributors healthy and why they continue to be a force.

#### NEW OPPORTUNITIES IN HEALTHCARE FOODSERVICE

Sales to hospitals and nursing homes will rise for distributors who get to know "OBRA," which is revolutionizing the way healthcare foodservice operators do business. An acronym for the federal Omnibus Reconciliation Act, OBRA requires that the food served by healthcare institutions meet patient demands both in quality and presentation. Healthcare administrators are in a stew and are looking to distributors for help and advice.

#### REPORT FROM UPDATE '91

Panelists at this year's ID Update seminar in Chicago focused upon strategies for success in the '90s. Topics under discussion ranged from new sales techniques to financial management, heightening productivity, and distributor-manufacturer relations. A complete report on the proceedings will appear in our June issue.

## PLUS

CENTER OF THE PLATE: FRESH AND FROZEN BEEF

FOOD FILE: CHEESE

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# SWEETENERS

**E**njoying sweetness isn't an acquired taste; babies only a few weeks old show a distinct preference for sweetened over unsweetened milk. But, compared to many basic foods, sugar is a latecomer into human diet. Most ancient civilizations—Babylonian, Cretan, Egyptian, Greek—used honey to sweeten foods and as a confection.

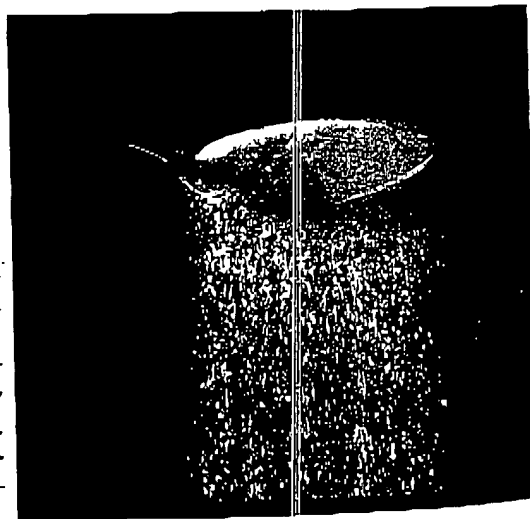
There is a broad variety of sweetening agents available to the foodservice operator. While refined (white) granulated sugar is the most common nutritive sweetener, there's turbinado (unrefined) sugar, brown sugar, powdered sugar, maple sugar, maple syrup, corn syrup, molasses, and honey. There are also non-nutritive sweeteners based upon either saccharin or aspartame.

Sugar may be refined from the juices of either the sugar cane or the sugar beet. Regardless of the source, refined sugar is almost entirely sucrose, and is nearly impossible to distinguish by source.

The first sugar was derived from sugar cane, which is believed by plant experts to have originated in New Guinea in the South Pacific.

Sugar from sugar beets is a Johnny-come-lately. Although the big white beets had been grown in Europe as animal feed and food for the poor in ancient times, it was 1744 before a German chemist discovered that the sugar from beets was the same as sugar from cane. Napoleon gave impetus to the fledgling beet sugar industry in 1811 while France was blockaded by England and unable to import sugar from the Caribbean.

While sugar cane requires a hot, moist climate, sugar beets can be grown in temperate regions, which is why they are cultivated in almost every European nation. Beet sugar accounts for 40 percent of all sugar production in the world. The first successful beet sugar processing plant in the U.S. was built in California in 1870. Today sugar beets are raised in 15 states.



## SUGAR COMES IN MANY FORMS

Although the most common sugar used in foodservice operations is white, granulated sugar, there are a number of different forms the distributor sales representative should be familiar with.

Fine granulated sugar is also referred to as "regular" sugar. It is available in sizes from the two-teaspoon packet to 50- and 100-pound bags. It is 99.9 percent pure sucrose, keeps indefinitely, and is used in cooking, baking, and on the table.

*continued on page 160*

**SWEETENERS** *continued from page 158*

Sugar cubes are made by moistening regular granulated sugar and compressing into small blocks. For table use in foodservice operations, the cubes are most commonly paper wrapped with two cubes together. Cubes come in bulk cartons and in both one-half-teaspoon and one-teaspoon cubes in single-service wrapping.

Extra-fine granulated sugar, also called super-fine, is identical to regular granulated sugar except the crystals are smaller, causing the sugar to dissolve quickly in liquid. Because of this characteristic, bars use it for mixed drinks, leading many old-timers to refer to it by an earlier name, "bar" sugar. Extra-fine sugar is also used extensively for baking fine textured cakes and meringues and for sweetening fruits. It comes in boxes and bags for back-of-the-house use.

Baker's special sugar is used by some operators with large baking operations. It is a granulated sugar with even smaller crystals than extra-fine, and dissolves readily even in large batch mixing. It is available in bags for bakery use.

Sanding sugar is used by commercial bakers for cookie and cake decoration. It is a granulated sugar with larger crystals than regular sugar, and is available in bags for bakery use.

Turbinado sugar is a crystalline sugar with an off-white to tan color and a distinctive flavor. It is made by washing raw cane sugar (which may not be sold in the U.S. for human consumption) to remove impurities. After processing, it still contains some of the color and flavor of the raw cane sugar. It is preferred by the health conscious as a "natural" product because it is not refined. It is available in single-service two-teaspoon packets for table use.

Powdered sugar, also known as confectioners' sugar, is made by crushing or grinding granulated sugar. A small amount of corn starch (about 3 percent) is usually added to prevent caking. Powdered sugar is available in several

grades: Ultra Fine (Confectioners' 10X), Very Fine (Confectioners' 6X), and Fine (Confectioners' 4X). Powdered sugar is used for icings, frostings, and for dusting on finished products, such as doughnuts, cookies, and berries. It comes in boxes (except 4X) and bags.

Brown sugar is available for operators in two grades, light brown and dark brown, although a medium brown grade is available for large-scale baking use. Brown sugar is not raw sugar.

**HONEY FOR FOODSERVICE IS  
GENERALLY PURCHASED IN  
ITS NATURAL SYRUPY FORM.  
HOWEVER, THERE ARE ALSO  
HONEY BUTTERS AND  
HONEY SPREADS**

It is refined sugar crystals to which a molasses-type syrup has been added to provide flavor and color. It contains almost the same amount of sucrose as white sugar. Light brown sugar is used in baking, sauces, and glazes for ham. Dark brown sugar is used in gingerbread, mincemeat, baked beans, plum pudding, and other foods requiring a distinctive flavor. It is available in boxes and bags.

**OTHER NUTRITIVE SWEETENERS**

Honey is the oldest sweetener known. Tombs in Egypt have contained pots with honey residue still identifiable after more than 3,000 years. It was not only used to sweeten foods, but also used to make candy and other confections and to preserve food. Honey contains an enzyme that inhibits mold and bacterial growth. Until the 1700s, honey was the leading sweetener in the world because of the high cost of sugar.

Today, of course, honey is far more expensive than sugar.

Honey is used today on waffles, as a spread for bread, and as a browning agent and moisture retaining agent for baked goods. Although honey is very easy to digest, it contains very small amounts of vitamins and minerals.

Honey is often identified by the name of the flower or blossom from which the bees have gathered nectar, such as clover, orange blossom, sage (a Western favorite), buckwheat, tupelo, thyme, alfalfa, heather, and avocado. Wild honey is formed from nectar from wild flowers and may vary from area to area. To make a pound of honey, more than 500 bees have to collect the nectar from more than 2.5 million flowers. Many packers blend various flavors of honey to obtain a product with a standardized flavor, sold simply as "honey."

Honey for foodservice is generally purchased in its natural syrupy form. However, there are also honey butters and honey spreads that are popular with healthy food operations. For specialty desserts, some operators use honey that contains part of the edible comb. This is sold in bulk as either comb honey or "chunk" honey, depending upon the amount of comb present.

Honey is used in foodservice both as a baking ingredient and as a table syrup. It is available in tins, jars, and single-service pouches and cups.

Molasses is the by-product of making cane and beet sugar. It is a brown to black liquid from which most of the sugar has been crystallized out, but that still contains a potent sweetening power.

Molasses is available as light molasses, either natural or treated with sulfur. Light molasses is obtained at the stage where a second crystallization (strike) of sugar has taken place. Dark molasses is the result of a third or fourth strike. Blackstrap molasses is the concentrated liquid left when all the sugar has been removed that is eco-

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**SWEETENERS** *continued from page 160*

nomically possible.

Molasses is used both as a syrup for pancakes and waffles and as a cooking ingredient, particularly in traditional regional American dishes. Because of the sulfur dioxide used in the sugar extraction process, darker molasses will have a distinct sulfur flavor.

Molasses may also be extracted from sorghum, a grain generally used for animal feed. It is very popular in the Midwest and parts of the Deep South.

Molasses is available in tins, jugs, and bottles. At least one manufacturer packs it in single-service pouches for regional marketing.

Table syrups are usually made from corn syrup or sugar syrup, colored and flavored with caramel (burnt sugar). Some table syrups have natural maple syrup or artificial maple flavoring added. At least one manufacturer packs a table syrup with a small amount of butter added. Table syrups are generally used for sweetening pancakes and waffles.

Corn syrup is used either as a base for other syrups (pancake and fruit flavored) or as an ingredient for cooking. Corn syrup is available in clear or brown. They are essentially the same, except that caramel coloring has been used to provide the color for brown corn syrup, and some flavor is imparted by the caramel. Corn syrup is available in tins, jugs, and bottles.

**NON-NUTRITIVE SWEETENERS**

All the sweeteners listed above are nutritive sweeteners. In other words, they contain calories and are utilized by the body to provide energy. In cases where the energy is surplus to the amount needed to fuel the body, they result in weight gain. Yet most of them are not used in large quantities. Granulated sugar, for example, contains only 16 calories per teaspoonful, and the average amount used to sweeten coffee or tea is only two teaspoons—32 calories.

Non-nutritive sweeteners, whether

artificial or natural, have little or no caloric content. The caloric content of a typical saccharin sweetener, which is made up with a nutritive product such as dextrose or lactose to provide bulk, is about three to four calories per packet with the equivalent sweetening of two teaspoons of sugar.

For most operations, non-nutritive sweeteners are purchased in single-service packets for table use. The use of liquid non-nutritive sweeteners for food

**WITH TODAY'S INTEREST IN  
HEALTH ASPECTS OF FOODS,  
THE NUMBER OF NON-  
NUTRITIVE SWEETENERS FOR  
USE IN BEVERAGES  
IS GROWING.**

preparation is limited primarily to healthcare facilities, healthy food restaurants, and other operations where limited calorie foods must be served.

Saccharin is the oldest non-nutritive sweetener. Its most common form is sodium saccharin, which has the greatest sweetening power (about 200 times sugar). But sodium saccharin poses problems for those on a low sodium or sodium-free diet. To meet this need, calcium saccharin is also available in portion packet and liquid forms.

The disadvantages of saccharin are that it must—by law—contain a warning that its use may be hazardous to the health of the user, and that some people identify a bitter or "metallic" aftertaste.

Lactose, commonly used as an extender or "bulking" agent for saccharin, is derived from milk. Thus products containing lactose cannot be labeled

pareve (suitable for use with all foods under Jewish dietary laws). Dextrose, on the other hand, is a complex sugar derived from vegetable sources and can be labeled pareve.

Aspartame, available under two trade names, depending on whether it is used as a sweetener on its own or in processed foods, is promoted as a "natural" sweetener, since it is derived from two amino acids that occur naturally in many foods.

Aspartame is packaged for table use in single-service packets with the equivalent sweetening power of two teaspoons of sugar. It contains extenders and anti-caking ingredients and provides only four calories of energy, similar to the average packet of saccharin. Aspartame contains no sodium and is metabolized by the body as a protein. (Sugar is metabolized as a carbohydrate.)

An advantage of aspartame is its sweet taste with no bitter aftertaste. Aspartame also has a flavor-enhancing characteristic. A disadvantage is that aspartame also carries a warning on the label, but only for a minority of people who suffer from a rare metabolic disorder: phenylketonuria (PKU). At the present time, aspartame is priced higher than saccharin sweeteners.

With today's interest in the health aspects of foods, the number of non-nutritive sweeteners for use in beverages is growing. In the kitchen, however, sugar and other nutritive sweeteners are still the stars. The average patron views desserts as a reward or entertainment. Many will use a non-nutritive sweetener in coffee and then order—as a reward for that virtuous behavior—a dessert that contains many times the calories "saved" by the use of the non-nutritive sweetener in their coffee or other beverage.

Watch for opportunities to sell sweeteners. From low-margin bulk sugar to high-margin single-service non-nutritive sweeteners, there's good volume in sweeteners.

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**SELLING**

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SNACKS, BAKING MIXES AND A NEW FORM OF BROWN SUGAR  
STAR TRIBUNE (MS) - Wednesday, November 22, 1989  
By: Ann Burckhardt, Staff Writer  
Edition: METRO Section: TASTE Page: 04T  
Word Count: 1,047

MEMO:  
Ann Burckhardt

TEXT:  
This month's new products are a diverse bagful: snacks, baking mixes and a convenient form of brown sugar.

Sun Chips is a multigrain snack that its manufacturer, Frito-Lay Inc., Dallas, claims is the first new chip since the corn chip. It's made of whole wheat, corn, rice and oat flours, and comes out light-gray, probably because of the wheat and oat components.

My office mates helped sample the chips. They were well-liked, although colleague Mary Hart and I concluded that we were eating them for the salt tang rather than for the grain flavor. Information from Frito-Lay, however, states that the snack is lower in sodium than most snack chips.

This snack, with oat flour in addition to whole wheat, is obviously aimed at the health-conscious. Sun Chips, besides offering the fiber and protein that come with whole grains, are cholesterol-free, as are other Frito-Lay chips.

Sun Chips are sold in three sizes: 2 1/4 ounce (69 cents), 7 ounce (\$1.69) and 11 ounce. (\$2.39).

I like the name, Zappetites, a new line of snacks from Oscar Mayer Foods Corp., Madison, Wis., better than the two versions I tried. Zappetites are zapped in the microwave oven and go from frozen to hot in about 60 seconds. They cannot be heated conventionally.

The Stuffed Potato Skin (\$2.59), described as Crispy Potato Skin Filled with Cheese Spread, Cheeses & Bread Crumbs & Topped with Bacon Pieces, looks better on the box than it does on the plate. The cheese mixture sank a little after heating. It was pretty good if you don't mind consuming 190 calories for a 2-ounce snack. I ate the potato skin as a mini-meal, though the package suggests eating it "after school, after work, even after midnight."

I also sampled the Ham and Cheese Stuffed Sandwich (\$2.09), which was disappointing. Though Oscar Mayer is a meat company, there wasn't as much ham in the sandwich as I would have liked and the pastry was doughy. Since the eye-catching red-and-yellow package included a piece of paper that I assumed was one of those special microwave crisping papers, I wasn't prepared for such a soft crust.

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Brown sugar  
in 1/2 cup foil  
packets

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ATTACHED)



Mighty Mouse Snack Cheese, introduced by Land O' Lakes Inc., Roseville, is aimed at kids. The individually wrapped 1-ounce sticks of cheese are handy for lunch bags and after-school treats, and are easy to take along in the car or on a hike.

The sticks can be purchased in five flavors: mozzarella string, Monterey Jack, American and Cheddar, a Land O'Lakes-created combination of Cheddar (for flavor) and mozzarella (for smoothness). Consumers can choose single sticks (33 to 35 cents each) or five-stick packs (\$1.59 to \$1.79). The snack is freshness-dated and will keep up to five months in the refrigerator.

I sampled the mozzarella string and Monterey Jack sticks, and found the size just right for eating while at the wheel during my hour-plus commute.

Golden Harvest Foods Inc., Fargo, N.D., is marketing corn bran and oat bran muffin mixes in 20-ounce canisters. The corn bran mix is the first product I've seen incorporating the bran of corn, still another grain bran recommended for reducing cholesterol as part of a low-fat diet.

These muffin mixes were the best of the products this month. Packaging the mix in a canister from which the cook can measure as much or as little as desired is ideal for people like me who bake for themselves one day and for half a dozen guests another.

The corn bran muffins have a nice golden color and the sweetness of brown sugar. I shared a canister of the mix with home economics teacher Tesh Kreft of St. Peter, and she found the muffins well-shaped and well-flavored.

The recipe on the mix label calls for adding 1/2 c. skim milk and 2 tbsp. oil to 1 1/3 cups muffin mix - the mixes include egg powder so no fresh egg is needed - to make 6 muffins. I wanted 8 muffins and found it easy to increase the recipe proportionately.

The corn bran muffin mix sells for \$3.29 per canister, the oat bran for \$3.89. Golden Harvest also markets straight oat bran and corn bran, but I haven't tried them yet.

Kirby Puckett Pancakes, A Great Batter Mix, is the newest product from Homestead Mills, Cook, Minn. Information on the bag cites the Twins center fielder's World Series-year batting record.

It's a whole-wheat-based pancake mix embellished with malt powder, as many commercial waffle mixes are. And it's packaged in a muslin bag like the other Homestead Mills mixes and cereal mixtures are, including my favorite hot cereal, Country Blend. A 1 1/2-lb. bag, enough to make 24 servings, is priced at \$2.89 to \$3.09.

The pancakes rose nicely in the skillet and browned evenly. And my taste testers, painters John Ingdal of Minneapolis and Kelly Perleberg of Coon Rapids, liked them as much as I did. The pancakes disappeared quickly.

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The company, which is a sugar packager, has devised a method of adding molasses to brown sugar to keep it soft. In fact, it's guaranteed for one year not to harden in the package. The package, brown and maroon with white, is attractive. And the recipe for Chocolate Chip Peanut Cookies on the packet makes great cookies, if the samples that colleague Karen Youso baked are any indication.

The smart marketers at Henri's Food Products Co. Inc., Milwaukee, are out with 1-ounce packets of their three top reduced-calorie salad dressings: French, Italian and Ranch. These packets are ideal for calorie-watchers who take their own dressings with them when they eat out. The single-serving packets are sold in 12-ounce boxes, your choice of all one flavor or four packets each of the three flavors.

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## Snacks, baking mixes and a new form of brown sugar; [METRO Edition]

*Ann Burckhardt, Staff Writer. Star Tribune. Minneapolis, Minn.: Nov 22, 1989. pg. 04.T*

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### Abstract (Document Summary)

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### Full Text (1014 words)

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[Illustration]  
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ADVERTISING  
AGE

2/9/2 (Item 1 from file: 79)  
DIALOG(R) File 79:Foods Adlibra(TM)  
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AMSTAR CORP. HAS REFORMULATED THE BROWNULATED GRANULATED BROWN . . .

Author(s): NA

Advertising Age, (August 21, 1978), p. P 65

CODEN: ADVAAQ

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AMSTAR CORP. HAS REFORMULATED THE BROWNULATED GRANULATED BROWN  
SUGAR . THE NEW FORMULA ALLOWS FOR A 1-TO-1 SUBSTITUTION WITH BROWN  
SUGAR, COMPARED WITH THE EARLIER 1 1/2-TO-1 REPLACEMENT RATIO.

Descriptors: NEW PRODUCTS

?

# Advertising Age

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75¢ a Copy; \$25 a Year

The International Newspaper of Marketing

August 21, 1978

## Coke adds life to wine field with Taylor California line

By MARGARET LEBRON

GONZALES, CAL.—Coca-Cola Co. is ready to make its big move in wine marketing with introduction of a new brand, Taylor California, on the East Coast next month and nationally soon afterwards.

It was learned that Taylor California white, rose and red wines are in production at Coca-Cola-owned Monterey Vineyard here while bottling is being handled by



Wine tasting chain is being cited as an industry trend. See Page 56.

Franzia Bros., Ripon, Cal. The Franzia winery is owned by Coca-Cola Bottling Co. of New York.

The debut will be backed by tv and other major media via Kenyon & Eckhardt, New York, agency for Coke's Taylor Wine Co., Hammond, N.Y.

Sources privy to development of the Taylor California line and familiar with Coca-Cola marketing strategies view the move as an effort by Coke to transform the Taylor brand image from regional to national in one effort.

There was no official comment from Coca-Cola execs in Atlanta regarding name or product specifics, but the company acknowledged that it plans a major announcement on Taylor expansion within the next few weeks.

It also was confirmed that Coca-Cola has set up a "Wine Spectrum" unit to administer the company's wine market activities. In addition to Taylor, the sixth-largest U.S. winery, and Monterey Vineyard (production capacity about 1,000,000 cases a year compared with Taylor's estimated 45,000,000), Coke has moved into limited distribution of varietal wines with the purchase of a 10% stake in the

(Continued on Page 70)

## Will tell NAB exceptions do count

## CBS-TV president tears into station reps 'clutter' study

By COLBY GARRETT

NEW YORK—Calling the Station Representatives Assn.'s commercial coverage study (AA, Aug. 14) a "horrendous distortion," CBS-TV Network president James Rosenfield has lashed out at SRA for "intentionally distorting the truth" and for "failing to understand the difference between clutter and commercials."

Mr. Rosenfield described SRA's charge that the three networks carried over 407 minutes of extra commercial time in the second quarter as completely false, and he questioned SRA's analysis of Broadcast Advertisers Reports data since "there hasn't been a single change in network commercial standards" during his career.

The CBS-TV executive said SRA should know the generally accepted industry standards allow "three minutes of commercials per half-hour in regular half-hour or hour programs and three

and one-half minutes per half-hour for long-form programs" in prime time.

In talking to ADVERTISING AGE, Mr. Rosenfield revealed for the first time CBS' thinking about what it will lay on the table at the upcoming National Assn. of Broadcasters clutter meet.

"We're going to take the position that nine and one-half minutes of nonprogram time is about right," he said, "but that there have been exceptions that tended to cloud the picture."

The exceptions generally occur in movies and other long forms. Promotional material for other movies or elongated programs has counted as program material under the same-show promo exemptions, Mr. Rosenfield noted.

That's what Mr. Rosenfield said should be "tightened up." And "we'll have very specific proposals" to cure that problem, he promised.

Although he would not be more specific about (Continued on Page 65)

## Ad rate hikes tied to a strike pact

By LEAH ROZEN

NEW YORK—Future ad rate increases will come lower and slower if the publishers at the three strike-bound major dailies here get the settlement they want, according to management spokesmen.

"If we get the settlement we want, ad rates will not increase to the extent that they would have because expenses will be down due to the considerable dollars we'll be saving on people in the pressroom," said Leonard Harris, New York Times corporate development director.

If most industry sources are correct, that settlement at the Daily News, Post and Times won't come until after Labor Day. Talks between management and the Publishing Pressmen's Union No. 2 sputtered along last week be-

tween acrimonious accusations of intransigence by both sides.

The publishers appear to believe they've got the edge. They have

Coping with the strike. See Page 68.

continued to hold firm to their demands for lower manning requirements, maintaining that they are saddled with too many men doing too little work. The strike was triggered Aug. 9 by the posting of new pressroom work rules ordering fewer men. The new rules went up after contracts expired.

The publishers' confidence stems from the view that their demands, given production technological advances, are realistic and inevitable. "The pressmen are resisting going along with a contract that

pressmen in every other market have accepted," said John Morton, a newspaper analyst at John Muir & Co., Washington. "If the publishers remain firm, the pressmen will eventually have to give up on the manning issue."

Mr. Morton predicted that the strike would probably be resolved with a compromise calling for a smaller crew but allowing current parttime and substitute pressmen some sort of job guarantees.

In the meantime, the three papers' combined daily circulation and ad revenue loss was put at \$2,000,000 by the city's office of economic development. This estimate was not made in conjunction with the American Newspaper Publishers Assn., as has been reported here last week.

All that loose money is encouraging some fast scrambling by enter-

getic publishers trying to give paperless New Yorkers something to read besides the ads in the subways. Established local weekly and daily suburban papers are increasing their press runs and new papers are popping up faster than new diets.

■ The News World, the daily paper published by the followers of Rev. Sun Myung Moon, claims to have increased its press run from the prestrike run of 50,000 to 400,000 copies. Although the paper still sells for 10¢, ad rates have jumped dramatically. Ad director Ashley Noble said a b&w page went from \$985 to \$4,725, and \$3,375 for a two-time insertion.

The Wall Street Journal increased its New York distribution at newstands from 78,000 to more than 100,000 copies. "We don't ex-

(Continued on Page 66)

## last minute news

### N.Y. 'Daily News' plans major section additions

NEW YORK—Though strikebound, the Daily News told its salesmen last Friday about major innovations, some beginning Sept. 10. On tap: Pullout Sunday paper magazine; Sunday comics move from outside wrapper to inside section, followed by front page with color banner headlines; Sunday life style section, 10¢, aimed at women and fashion advertisers; a TV Week magazine; and a weekly Wednesday Good Living section (food, fitness, health). Extensive promotion, mainly tv, is planned by KSW&C Inc.

### Basic cigarets move into three test markets

NEW YORK—Philip Morris U.S.A. is moving into Phoenix, Wichita and Springfield, Mo. with new Basic 85mm and 100mm (regular only). The tar

### Leader Bigelow ready to fight back

## Lipton dips into gourmet tea market

By JOHN J. O'CONNOR

NEW YORK—Thomas J. Lipton Inc., the nation's tea marketing giant, is invading the flavored tea bag category, an estimated \$20,000,000 to \$30,000,000 market that R.C. Bigelow Inc.'s line has had a lock on for many years.

Englewood Cliffs, N.J.-based Lipton has moved out of Albany, N.Y., and Phoenix test markets with Lipton Flavored tea bags to five varieties—cinnamon, orange and spice, lemon and spice, mint and black rum.

■ The product is now available in portions of the South, Midwest and New England.

While ads already have broken in Southern Living, the main thrust of the Lipton campaign will begin in early fall. Support then will in-

clude ads in magazines such as Better Homes & Gardens, Family Circle, Ladies' Home Journal and Reader's Digest, in addition to coupon newspaper and Sunday supplement ads. The campaign will feature an offer of a five-variety sampler. SSC&B Inc. is the agency.

Bigelow's recent move from a house agency setup to Della Femina, Travisano & Partners is a clear indication that the Norwalk, Conn. company intends to protect a franchise built around such flavored tea bags as Constant Comment, cinnamon stick, lemon, and plantation mint.

According to a source, Della Femina will be developing commercials for Bigelow's first entry into tv. The budget is expected to be in excess of \$1,500,000.

Lipton has long been interested

in the gourmet tea market despite two flops in the last decade. One of those was Royal Lion, an extra-weight tea bag that was tested in Portland, Me., some years ago.

Bigelow also is getting competition to a lesser degree from R. Twining & Co. Ltd., which has broadened its extensive line of gourmet tea blends to include orange-spice flavored tea bags.

At the same time, the high tea market continues to expand, although marketers like Lipton and Bigelow don't acknowledge them to be in the same category since those products do not contain black tea.

Leading herb tea marketers include Celestial Seasonings Herbal Tea Co., Boulder, Colo.; San Francisco Herb & Natural Food Co., San Francisco; and Mountaintop Tea Co., San Rafael, Cal.

## CBS exec tears into studies of tv clutter

(Continued from Page 1)

CBS proposals, Mr. Rosenfield placed his network squarely in opposition to the NBC-TV network and its proposal to cut Mulholland. NBC has recommended a reduction of nonprogram material to nine minutes per hour.

"Over the past four years there's been an appreciable change in the programming concept," Mr. Rosenfield explained, but it's almost as if SRA "is objecting to the development of these new programming forms."

Such changes, he added, are bound to create some confusion, but "it's obvious SRA just doesn't understand what they're saying."

Mr. Rosenfield further accused SRA of either "overlooking or missing" an additional five and one-half minutes of local break time per week that CBS has returned to stations to sell to advertisers this year.

Mr. Rosenfield said an earlier American Assn. of Advertising Agencies study (AA, June 5) that found heavy noncompliance with the code's time limitations was "very wrong," because of the study's faulty interpretation of what constitutes programming under the code standards.

So far, Mr. Rosenfield said the only study that really has addressed overcommercialization is the Westinghouse Broadcasting Co. analysis of prime-time com-

Network commercial minutes over standard			
	1st quarter	2nd quarter	Six months
ABC prime	31:30	129:20	230:50
ABC nonprime	40:30	20:06	60:38
ABC total	142:00	149:26	291:28
CBS prime	104:20	123:40	228:00
CBS nonprime	95:00	127:00	222:00
CBS total	199:20	250:40	450:00
NBC prime	143:20	154:30	297:50
NBC nonprime	57:30	81:30	141:00
NBC total	200:50	236:00	438:50
3 networks prime	348:10	407:30	756:40
3 networks nonprime	193:00	230:38	423:38
3 networks total	542:10	638:08	1180:16

Value of network commercial minutes over standard			
	1st quarter	2nd quarter	Six months
ABC prime	\$10,409,400	\$12,477,200	\$22,886,600
ABC nonprime	1,010,200	227,800	1,238,000
ABC total	11,419,600	12,705,000	24,124,600
CBS prime	8,597,400	10,525,700	20,123,100
CBS nonprime	1,251,000	938,800	2,189,800
CBS total	10,848,400	11,464,500	22,312,900
NBC prime	12,966,300	14,386,800	27,353,900
NBC nonprime	595,000	1,279,400	1,874,400
NBC total	13,561,300	15,666,000	29,227,300
3 networks prime	32,073,100	37,389,500	70,362,600
3 networks nonprime	2,866,200	2,448,000	5,312,200
3 networks total	\$35,939,300	\$39,837,500	\$75,674,800

Note—This Broadcast Advertisers Reports analysis for the Station Representatives Assn. covered major network schedules for Dec. 26, 1977 through June 25.

Coverage was figured on the basis of a network commercial "standard" of six minutes hourly in prime and 12 in other periods. However, in general practice, network movies and other long fare usually carry seven minutes of network ads in prime time, and sports has been easing up to seven minutes plus. M. S. Kellner, SRA's managing director, attributed the second-quarter growth in network ad minutes to the increase in those types of programs.

mercials (AA, July 3).

Nevertheless, he said the Group W finding that there was a 42% increase in the number of network prime time half hours, with more than three minutes of ads from 1975 through the 1977-78 season,

only represented a change in programming format, and thus the potential for more ads.

During that same period, he added, the CBS network only aired a 14% increase in actual 30-second ad units.

## last minute news

(Continued from Page 1)

ratings are 6ms and 9ms, respectively. Supporting the newspaper, Sunday supplements, outdoor and sampling. Ads headlined, "Get down to Basics," note the product contains "double-aged" tobacco. Leo Burnett U.S.A., Chicago, is the agency.

### Martin Williams wins ITT Thorp, ITT Aetna

MINNEAPOLIS—ITT Consumer Financial Services Corp., which reconfigures its "third operations," ITT Thorp and ITT Aetna consumer finance complexes, has appointed Martin Williams Inc. here as its new agency. J.W.T. Chicago, handled ITT Thorp (previously based in Wisconsin). Ad budget is about \$4,500,000 with \$2,000,000 going into media and most of the remainder into direct sales.

### Sunkist switches to key market ad strategy

SHERMAN OAKS, CAL.—Sunkist Growers is shifting its advertising approach from broad national coverage to selected key markets with the November kickoff of a new print, radio and tv campaign, themed, "If you could see inside, you'd buy a sunkist every time." Ad budget is not final. Last year's total was \$6,000,000. PCB/Honig, Los Angeles, is the agency. Russell L. Hanlin has become president and ceo of Sunkist from vp-products group, succeeding Roy U're, who resigned last month.

### Nissan puts corporate identity on 79 Datsuns

LOS ANGELES—Nissan Motors will add "Nissan" badges to 79 Datsun cars as part of its gradual push to establish a corporate identity. A completely restyled B-210 and a redesigned Z car will debut in October backed by heavy tv and print via William Esty Co. Nissan already has added a corporate I.D. line in Datsun magazine ads, raising speculation about a possible introduction of high-priced, new-to-the-U.S. Nissan models. Fall campaign will switch back to "driven" theme from current Datsun clearance drive.

### New Max Factor cosmetics tie in with film

HOLLYWOOD—Max Factor is preparing an Ico Castles frosted cosmetics addition to its Max line to bow around Valentines Day with the premiere of Columbia Pictures' film of the same name. WRG, Los Angeles, agency for Max Factor and Columbia, has magazine and p.o.p. tie-in ads for the cosmetics in the works and is preparing the film's campaign.

### Other late news

● NEW YORK—Campbell Soup Co. and Associated Dry Goods are putting together a housewares catalog for several of ADG's department stores. Distribution starts in early September. It is believed to mark the first time a food product will be featured throughout a catalog.

● PONTIAC, MICH.—Pontiac Motor division will introduce its 79 models with the theme "Our best get better." The company is aiming at a new sales record, but will have no dramatically restyled 1979 cars, so ads will talk about design refinements. Presentation to dealers will break with tradition by using closed-circuit tv on Sept. 21. D'Arcy in Bloomfield Hills is the agency.

● NEW YORK—Cruise Lines International Assn., a trade organization that serves the passenger cruise ship business, has named Dancer Fitzgerald Sample as its first agency. The trade group will embark on a consumer campaign this year to widen the cruise market.

● WASHINGTON—Drug Fair has assigned tv/radio advertising for its 171-store chain of drug stores, to Goldberg/Marchesano & Associates. Print advertising remains in-house.

● NEW YORK—The New York State lottery is reviewing its account, which is expected to spend \$3,000,000 during the 1979-80 fiscal year. Agencies must submit their qualifications by Aug. 28. The field will be pared to six, including incumbent Smith/Greenland. Agencies attending a briefing session included S/G; P. William Free & Co.; Conaway & Lyon, Warren, Muller, Dolbowsky; E.T. Howard Co.; Ogilvy & Mather 2 and Nadler & Larimer.

● NEW YORK—Great Waters of France, U.S. marketer of Perrier mineral water, intends to stress more product benefits in a new spot tv and magazine campaign breaking later this year. Retaining actor Orson Welles as off-camera spokesman, Perrier plans to show the Source Perrier spring and other nearby sites in commercials. Mathieu, Gerfen & Bresner handles.

● NEW YORK—Avon products has signed through Ogilvy & Mather for partial sponsorship of Mary Tyler Moore's new variety series on CBS-TV. Avon will use the Sept. 24 MTM premiere to introduce Tempo, a new fragrance.

● LOS ANGELES—Adolph Coors execs arrive here this week to discuss market expansion of Coors products in the Southwest, including San Diego, Denver and Texas, plus development of a cocoa powder replacement and other nonbeer products. Public image pr and ad plans are also expected to be discussed.

● HOLLYWOOD—Singer Mel Torme has been signed for new tv spots backing Revlon's Charlie cosmetics. Shooting is scheduled for this week in San Francisco.

● NEW YORK—Amstar Corp. is introducing reformulated Broomfield granular brown sugar nationally. The new formula shows for 100% substitution with brown sugar, compared with 15-to-1 previously. A tv, newspaper and couponing media test is expected in unselected markets. SSC&B is the agency.

● ATLANTA—Chick-Fil-A Inc., a chain of about 100 restaurants located primarily in the Southeast, has moved its \$1,100,000 account to McFadyen, Silver & Rockett, Raleigh, N.C., from Tucker Wayne & Co. Inc.

## LondonLine

## Conservatives anything but in ads

By ANTONY THORNCROFT

LONDON—As far as the advertising industry is concerned, the next general election campaign has already begun.

Prime Minister Callaghan may not have committed himself to the expected date in October, but the opposition Conservative party certainly has, buying up media for a campaign between now and October which could cost £2,000,000 (\$3,900,000).

There is every incentive to get in quickly because, during the official three-week election campaign, candidates' expenses—and that includes advertising—are rigorously limited by law.

For the first time the Conservative party has a hot agency, Saatchi & Saatchi Garland Compton, handling its advertising, and its efforts to date have already raised the hackles of the governing Labor party, which has always relied on individual supporters in the ad industry to handle its campaign rather than hiring an agency.

In particular, a Saatchi & Saatchi poster showing a lengthy queue of unemployed disappearing into the distance has caused a major row. The Labor party is objecting to the use of sectors in the Conservatives' ads making antigovernment points, and a group of unemployed staged a sit-in at the Saatchi offices to protest that the agency did not use and pay real unemployed in the poster.

The outdoor campaign, due to last until Sept. 30, has obviously irritated the government, and some of its supporters want to

know how the Conservative party has managed to obtain thousands of outdoor poster sites. The best outdoor positions are permanently taken by big advertisers, like the brewers and the tobacco companies. There have been suggestions that the brewers, traditional Conservative supporters, have allowed the party to borrow some of their sites for the campaign.

Most of the Conservative ad plans are believed to center on spreads in all the main national and provincial newspapers during the seven weeks up to October. Such a campaign would cost over £1,000,000 (\$1,900,000). In addition, spots have been taken in over a thousand cinemas.

Political advertising on tv is not permitted in the U.K. outside of a few "party political broadcasts" each year which go out at the same time on all three tv channels. In the past these have been very amateurish, but the two recently prepared by S&S proved to be brilliant 15-minute commercials.

Their success has stirred up Labor protests that the Conservatives' big business friends are supplying unlimited resources to ensure that its party gets back into power. Since Labor has not been able to afford the antigovernment tax in the broadcast, it has concentrated its attack on the use of actors appearing as disgruntled electors.

It certainly seems that the Conservative party has been quicker off the mark, and its advertising has helped it to a slight lead in the opinion poll on voting plans. But Labor has the advantage of fixing the date of the elections. This time

it is relying on a design consultant, Edward Booth-Clibborn, to prepare its own advertising which will be placed through an independent media group and is also likely to concentrate on newspaper advertising.

Although the big trade unions will provide the cash, it is unlikely that the Labor party will be able to match the Conservatives' budget and it will be fascinating to see whether the best advertising brains in London can prove decisive in winning for the Conservatives what looks like a very close election campaign.

### Ad sidelines

● London's Piccadilly Circus could be the site for the world's first laser advertising. A new company, Laser Command, is pushing ahead with a scheme to project ads by laser onto a giant screen 80 x 20 ft. It already has planning permission and is now looking for around 10 advertisers prepared to pay \$50,000 (\$95,000) each to be the first users of the new medium. A demonstration for prospective clients will take place on Sept. 10 at Shapperton Film Studios near London.

● Mitukoshi, one of the largest retailing groups in Japan, is opening a store in London's fashionable Regent St. before Christmas. It will stock up-market merchandise from both Japan and elsewhere and aims for a Harrod image. This will be the first Mitukoshi shop outside of the Continent; others have opened in Paris and Rome, and New York and Düsseldorf are next on the expansion program.



FORBES

2/9/11 (Item 3 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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Sweet Stuff  
Waxler, Caroline  
Forbes, pl96  
June 2, 1997  
ISSN: 0015-6914  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; General Trade  
Word Count: 248

TEXT:

SAVANNAH FOODS, one of the nation's largest manufacturers of cane and beet sugar, is one sweet stock. The NYSE-listed shares in the \$1.2 billion (1997 estimated sales) company, at a recent 143/8, have gone nowhere, thanks to old government restrictions on sugarcane imports that have raised the company's raw material costs. Absence of WallStreet coverage also keeps Savannah under wraps.

Patricia Row, who runs a value equity portfolio at \$1.6 billion (assets) Kennedy Capital Management, thinks Savannah's new packaging and retail items flavored sugars for iced tea and brown sugar in packets will help the company expand its 20% share of the sugar market. Savannah's balance sheet is improving as well. It has reduced debt from \$140 million in 1994 to an expected \$25 million this year.

The government has changed the way it regulates sugar imports, essentially allowing more cane to be brought into the U.S. This benefits Savannah because more cane sugar means its expensive cane refineries can operate at higher capacity. Result: fatter margins. Floods in the Red River Valley, where a third of U.S. sugar beets are grown, should also help. When domestic beet production is lower or static, more cane sugar is imported to make up the difference. Row thinks this could boost earnings to \$1.55 per share for the stock, up from 23 cents per share. It should hit 21 by the end of this year, a 46% rise. The Bass brothers are also in the stock.

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EVENT NAMES: \*830 (Sales, profits & dividends)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2000000 (Food & Kindred Products)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 311 (Food Manufacturing)

TICKER SYMBOLS: SFI

SPECIAL FEATURES: INDUSTRY; COMPANY

FORBES  
6/2/97

W

brown sugar  
in

packets

(ORIG  
ATTACHES)

Databases selected: Multiple databases...

## Sweet stuff

Caroline Waxler. *Forbes*. New York: Jun 2, 1997. Vol. 159, Iss. 11; pg. 196, 1 pgs

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### Abstract (Document Summary)

NYSE-listed shares in Savannah Foods have gone nowhere, thanks to old government restrictions on sugarcane imports that have raised the company's raw material costs.

### Full Text (242 words)

#### Copyright Forbes Jun 2, 1997

SAVANNAH FOODS, one of the nation's largest manufacturers of cane and beet sugar, is one sweet stock. The NYSE-listed shares in the \$1.2 billion (1997 estimated sales) company, at a recent 14%, have gone nowhere, thanks to old government restrictions on sugarcane imports that have raised the company's raw material costs. Absence of Wall Street coverage also keeps Savannah under wraps.

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BALTIMORE MORNING  
SUN

1/9/6 (Item 2 from file: 714)  
DIALOG(R)File 714:(Baltimore) The Sun  
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09216104

JAMES ALLEN MOORE, 83, DOMINO SUGAR MANAGER, HOSPITAL, CHURCH VOLUNTEER  
BALTIMORE MORNING SUN (BS) - Monday August 4, 1997

By: Jamie Smith SUN STAFF

Edition: Final Section: News (Local) Page: 5B

Word Count: 599

(ORIG.  
ATTACHED)

MEMO:

TYPE OF MATERIAL: OBITUARY

TEXT:

James Allen Moore, a retired Domino Sugar Corp. plant manager and a longtime volunteer, died Thursday of complications from pneumonia at Greater Baltimore Medical Center. He was 83.

In 1937, just out of the Massachusetts Institute of Technology, Mr. Moore started his 41-year career with Domino Sugar as an intern. After six months, he moved into a paid position and soon transferred to the company's Baltimore refinery.

In Baltimore, he set out to learn every aspect of the business.

"He worked in accounting, he worked in quality control, he worked in manufacturing, he worked in the marketing department," said a son-in-law, Gregory Pinkard of Lutherville. "He knew the whole thing."

His knowledge of the business was so extensive that Mr. Moore was deemed too valuable to send overseas during World War II.

"Sugar was so important to feed the troops," Mr. Pinkard said. "They needed the expertise."

In 1953, Mr. Moore was appointed manager of the Baltimore refinery -- a job he would keep for the rest of his career.

"One of the reasons the refinery in Baltimore is still running is because of his leadership," Mr. Pinkard said.

According to family members, Mr. Moore played a role in having the giant neon Domino Sugars sign installed on the refinery in 1951. The beacon of orange light is a landmark that shines over the Inner Harbor.

Mr. Moore, who earned his bachelor of science degree in chemical engineering, put his technical know-how to good use at Domino Sugar as well. Among other accomplishments, he is credited with helping pioneer the development of "brownulated" sugar, which doesn't clump as much as does normal brown sugar.

brownulated sugar  
clumps  
but not as  
much as normal  
brown sugar

# James Allen Moore, 83, Domino Sugar manager, hospital, church volunteer

By JAMIE SMITH  
SUN STAFF

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Mr. Moore, who earned his bachelor of science degree in chemical engineering, put his technical know-how to good use at Domino Sugar as well. Among other accomplishments, he is credited with helping pioneer the development of "brownulated" sugar, which doesn't clump as much as does normal brown sugar.

More than anything, he enjoyed



James Allen Moore worked for Domino Sugar Corp. from 1937 to 1978.

the nuts and bolts of the job.

"He was just fascinated with how things worked," said a daughter, Nancy Moore Goren of Baltimore. "He was always looking for a way to make things work better."

Mr. Moore had the same goal for the city. During his working years, he volunteered extensively and was a member of a number of groups and organizations. While on the Greater Baltimore Committee in the 1960s, he was involved with efforts to revitalize the city, including the creation of Charles Center.

In 1954, as president of the Roland Park Public School Parent-Teacher Association, he stopped a group of people who were angrily protesting desegregation, earning a commendation from the mayor.

After he retired in 1978, Mr. Moore became more involved with Brown Memorial Woodbrook Presbyterian Church, where he had been a member for many years. He was an elder and a clerk of session there and a member of the church's building committee. His responsibilities included church maintenance, and he often tinkered with the heating system

to make sure it worked.

He racked up 1,070 hours of service as a volunteer at Greater Baltimore Medical Center from 1983 to 1993.

Born in Texas, Mr. Moore spent most of his life in Baltimore. In 1939, he married Mary Emily Cann of Baltimore, who died in 1961. In 1962, he wed Elizabeth Youngs of Glen Arm. He moved to Glen Arm two months ago.

Services will be 3 p.m. today at Brown Memorial Woodbrook Church, 6200 N. Charles St.

In addition to his wife and daughter, Mr. Moore is survived by a son, James Allen Moore Jr. of Providence, R.I.; a stepson, Clarke Langrall Jr. of Baldwin; two stepdaughters, Mary Langrall Pinkard of Lutherville and Katherine Langrall Innis of Millburn, N.J.; and 11 grandchildren.

## Lorraine E. Goodman, 59, homemaker, seamstress

Lorraine E. Goodman, a homemaker and avid seamstress, died Friday of heart failure at Helen Ellis Hospital in Tarpon Springs, Fla., where she resided. She was 59.

She was born Lorraine Gottschalk in Baltimore and attended Catonsville High School. In 1958, she married Jay R. Goodman. The family moved from Baltimore to Tarpon Springs in 1978.

Services are planned for Wednesday at Faith Lutheran Church in Dunedin, Fla.

In addition to her husband, survivors include her mother, Margurite Gottschalk of Tarpon Springs; a son, Jay R. Goodman II; two daughters, Theresa L. Jones and Dianne M. Pierce, both of Clearwater, Fla.; and a brother, Julius C. Gottschalk of Florida.

## Lois J. Gregg, 77, graduate of Goucher College

Lois J. Gregg, a 1941 Goucher graduate, died Thursday of an aneurysm at Rappahannock General Hospital in Kilmarnock, Va. The New York City native was 77.

A resident of the Northern Neck of Virginia for 22 years, Mrs. Gregg was born Lois Jenney and lived in Baltimore from the time she attended Goucher College in 1937 until 1946, when she married Baltimore native Walter E. "Ned" Gregg Jr. and moved away.

Services will be held at 1 p.m. today in Irvington, Va.

In addition to her husband, Mrs. Gregg is survived by two sons; a sister; and four grandchildren.

## Elsewhere

Dr. Janet Travell, 85, personal physician to Presidents John F. Kennedy and Lyndon B. Johnson, died Friday in Boston. Dr. Travell, who specialized in pain management, helped President Kennedy with his chronic back problems. When he was a senator from Massachusetts, she recommended he use a rocking chair, said her brother, Clark Travell.

Dr. Travell became White House physician and stayed through the Johnson administration. Among her patients were Sen. Barry Goldwater, Ambassador to India Chester Bowles and Speaker of the House Sam Rayburn.

Fela Anikulapo-Kuti, 58, a saxophonist and pop superstar who fused rock with African rhythms into a blend known as "Afrobeat," and who was a persistent critic of Nigeria's military regime, died Saturday of AIDS in Lagos, Nigeria.

Fela — known across the conti-

nent by his first name — the superstars of Af the 1970s and 1980s more than 50 albums

Bennett A. Brown, 68, a man of Nations Bank Saturday from lung lanta.

In the late 1970s, the largest bank, Southern National Financial crisis and nence as one of the ing financial institut named chairman of parent company in 19

Under his leadership gained strength an- panding across Ge mid-1980s; he steere Florida, with the a Landmark Banks, a South Carolina, Nati created in 1991 whe ran merged with NC Charlotte, N.C. He chairman, a post he retired in 1992.

Kal Michels, mayor of B Minn., who was bat while he helped his battle floodwaters, di cancer Friday, his 58th

## DIATH/LODGE NOTICES 215

**AKEMURST, Evelyn L.**  
On August 3, 1997, EVELYN (nee Herman), beloved wife of the late Thomas Akemurst, devoted mother of the late Mary Anne Castano, loving grandmother of Denise Saccington, Mary Jo Heflinger and Jim Castano. Also survived by 11 great-grandchildren. Funeral from the Gonce Home, 400 Ritchie Highway on Wednesday at 9:30 A.M. Mass of Christian Burial in St. Rose of Lima Church at 10 A.M. Interment in Cedar Hill Cemetery. Family requests friends call on Monday 7 to 9 P.M. and Tuesday 3 to 5 and 7 to 9 P.M. In lieu of flowers, contributions may be made to the National Leukemia Society, 8600 LaSalle Road, Oxford Building, Suite 602, Baltimore, MD 21286.

## INDEPENDENT

**ALPERT, Elizabeth M.**  
On Sunday, August 3, 1997, ELIZABETH M. (nee Myer) of Randallstown, beloved wife of the late Louis Alpert, devoted mother of William M. Alpert of Randallstown. Also survived by many nieces and nephews. Friends may call at

## DEATH/LODGE NOTICES 215

Loring Byers Funeral Directors Inc., 8728 Liberty Road (2 miles W. of Baltimore Exit 18) on Wednesday 2 to 5 and 7 to 9 P.M. where services will be held on Thursday at 11 A.M. Interment private. Please omit flowers. Send contributions to the American Cancer Society.

**ASHBURN, Wilma E.**  
On August 3, 1997, WILMA E. (THOMAS) ASHBURN of Severna Park, formerly of Fennell, beloved wife of Fred V. Ashburn, devoted mother of Deborah A. Barghorn, David R. Ashburn and Lois A. Kanacht, dear sister of Linda Seibold and Diana O'Burgh. Also survived by four grandchildren.

Friends may call at the Barranco & Sons P.A. Severna Park Funeral Home, Ritchie Highway at Robinson Road, on Tuesday 5 to 7 P.M. with services at 6:30 P.M. Interment private. In lieu of flowers, memorial contributions may be made to the Walter's Art Gallery, Wilma Ashburn Memorial Fund, 600 N. Charles Street, Baltimore, MD 21201.

**ATKINSON, Melvin H.**  
On August 1, 1997, MELVIN H. ATKINSON, beloved husband of Floris L. Atkinson (nee Jones), uncle of Richard, Nancy, Albert, Edith, Carl and Lois, great-uncle of Richard. Friends are invited to call at Burge-Henss Funeral Home, 3631 Falls Road, on Sunday and

## DEATH/LODGE NOTICES

Monday from 3 to 7 to 9 P.M. Services Tuesday at 10 A.M. in the Chapel of the Resurrection. In lieu of contributions, made to the O Department at the Memorial Hospital, University Park, more, MD 21216

## INDEPENDENT

**BASEHART, Joseph**  
On August 3, 1997, JOSEPH ROBERT BASEHART, beloved of the late Arth Hazel Basehart, brother of Elmer M. and the late Jeaz Derickson, devoted in of Maria and Clark, loving un Charles Derickson, liam, Patricia and O'Brien.

Funeral Services be held at the Leo Ruck Funeral Home, 5200 Harford Road (Cockeade) on Wednesday, due notice o Interment in Mo Memorial Park. I may call on Mond Tuesday 2 to 4 an 9 P.M.

## INDEPENDENT

**BAUGHER, Hilda**  
On August 1, 1997, HILDA ERNST, D. wife of James W., i er, devoted mot David W. and his Darlene J. Baugher

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# THE SUN

August 4, 1997

Baltimore, Maryland

## MONDAY

### Orioles rally again, beat Athletics, 7-5, for 8th win in 9 games

B. J. Surhoff drives in the tying and go-ahead runs with a sacrifice fly and double and Cal Ripken and Harold Baines homer to lead the Orioles over the Oakland Athletics, 7-5. The Orioles rallied from three runs down for the second straight game and earned their eighth win in nine games, putting them a season-high 30 games above .500 at 69-39. (Page 1c)

### Nation/World

**Journal:** Church again focuses on Monitor. (Page 2A)  
**Congress** aims to halt workers' games. (Page 3A)  
**New president** takes office in Iran. (Page 8A)  
**N. Korea** to return U.S. soldiers' remains. (Page 8A)  
**Muslims** start return to Serb-seized town. (Page 8A)  
**U.S.** urges better Arab security. (Page 8A)

### Opinion

**Budget agreement** strains food banks. (Page 6A)  
**We're executing people** without justice. (Page 7A)

### Maryland



**On the Pocomoke River,** Ray Maddox (above, left) and other watermen wonder what is making them and the fish they catch sick. State officials gathered this weekend to address the problem. (Page 1a)

**Loyola** plans to buy site in Baltimore County. (Page 1b)

**Revival of "grandmother's kitchen."** (Page 1b)

**Episcopalian** faction to form province. (Page 1b)

**Rodriguez:** Sad picture of drug scene. (Page 1a)

## Marina blaze destroys 80 boats

**Cause of the fire at Balto. Co. storage site being investigated**

By ANNE HADDAD  
SUN STAFF

Eighty speed and pleasure boats worth an estimated \$1.5 million were destroyed in a fire that swept through a four-story boat storage rack in eastern Baltimore County yesterday, a county Fire Department spokesman said.

Battalion Chief Mark F. Hubbard said the two-alarm fire was reported at 5:10 p.m. and was under control by about 6 p.m. He said about 75 firefighters responded, and no injuries were reported.

Hubbard said the cause of the fire at Anderson Bros. Boatel and Boat Sales on Holly Neck Road in Middle River was being investigated last night.

Witnesses said they saw a safety flare shoot into the sky just before one of the boats caught fire.

"I looked up and saw this flare coming down, this red flare," said Joanne DeWolf of Greenland, N.H., who had just returned from an all-day trip on the water in her brother's boat.

The next thing she knew, DeWolf said, a boat in the middle of a storage rack at least 40 feet high was on fire.

DeWolf and her family yelled to Anderson staff members, who tried to pull the boat from the rack with a forklift but soon saw their attempt was futile.

"I ran up and tried to get it down, but it (the fire) was blowing through," said George Walters, the supervisor at Anderson. "It set everything off in three minutes. All kinds of boats were burning."



**Up in smoke:** Speed and pleasure boats burn in a two-alarm fire at Anderson Bros. Boatel and Boat Sales on Holly Neck Road in Middle River. No injuries were reported.

## U.S. advisers to Salvador army press for recognition as fighters

**Badge is denied to GIs who fought, even died**

By TOM BOWMAN  
SUN NATIONAL STAFF

WASHINGTON — Greg Walker spent nearly 18 months in El Salvador in the 1980s training that country's



"[Greg] was willing to take the risk there. I am just wondering why the government isn't giving them

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